

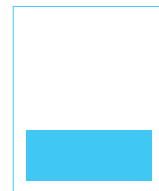
Architects Handbook 2008/09

Part of the Architecture Media Product Network.

Specifications – Advertorial

Third-page advertorial

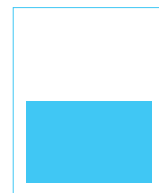
Heading	A company name or product title up to 40 characters
Images	One horizontal image, 300 dpi TIFF or JPEG format
Text	Up to 90 words describing your company or product
Logo	One product or company logo, vector-based EPS format
Contact details	One address block of six lines (two address lines, phone, fax, website, email)



Third-page advertorial
64 D × 165 W
(type area)

Half-page advertorial

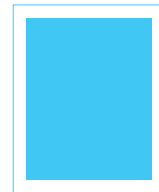
Heading	A company name or product title up to 40 characters
Images	One vertical image OR two horizontal images, 300 dpi TIFF or JPEG format
Text	Up to 170 words describing your company or product
Logo	One product or company logo, vector-based EPS format
Contact details	One address block of six lines (two address lines, phone, fax, website, email)



Half-page advertorial
100 D × 165 W
(type area)

Full-page advertorial

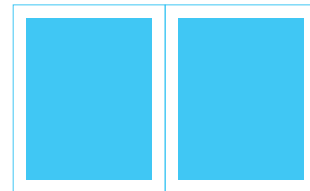
Heading	A company name or product title up to 40 characters
Images	One large horizontal image (minimum width 15 cm) OR up to three smaller vertical images, 300 dpi TIFF or JPEG format
Text	Up to 300 words describing your company or product
Logo	One product or company logo, vector-based EPS format
Contact details	Up to four address blocks of six lines (two address lines, phone, fax, website, email)



Full-page advertorial
208 D × 165 W
(type area)

DPS advertorial

Heading	A company name or product title up to 40 characters
Images	Up to three large horizontal images OR six smaller vertical images OR one full-page horizontal image, 300 dpi TIFF or JPEG format
Text	Up to 800 words describing your company or product
Logo	One product or company logo, vector-based EPS format
Contact details	Up to four address blocks of six lines (two address lines, phone, fax, website, email)



DPS advertorial
208 D × 360 W
(type area)

Suppliers of digital material are responsible for checking that all files are complete and correct before sending. Any work required to update files or process non-compliant material will incur a charge – minimum charge \$200.

Format	Macintosh digital. We do not accept film or formats other than those listed below.
Hardware	Macintosh compatible CD or DVD.
Software	Adobe Photoshop CS3, Adobe Illustrator CS3, Adobe Acrobat PDF to our specifications for images. Microsoft Word for text – DOC or RTF files.
Images	All images and logos supplied must be TIFF or EPS files. JPEGs will only be accepted subject to quality and will be converted to TIFF and CMYK. Resolution 300 dpi or better at 100% scaling (the final size at which they will be used). Line art 1200 dpi at 100% scaling. If file needs transparency flattening when printing, it must be high resolution.
Email limit	8 Mb. Please contact Production to discuss FTP arrangements and other options for larger files.

Material Enquiries

Architecture Media Pty Ltd
Level 3, 4 Princes Street
Port Melbourne Vic 3207
Ph: +61 3 9646 4760
Fax: +61 3 9646 4918
Email: production@archmedia.com.au
Web: <http://www.architecturemedia.com>

Important

When sending material be sure to indicate that the material is for the Architects Handbook.



Architects Handbook 2008/09

Part of the Architecture Media Product Network.

Specifications – Display Advertising

DISPLAY ADVERTISING UNITS

Half-page display advertisement

Size 100 mm deep × 165 mm wide

Full-page display advertisement

Trim size 235 mm deep × 190 mm wide
Bleed size 245 mm deep × 200 mm wide (includes 5 mm bleed to all edges)
Type area 208 mm deep × 165 mm wide

Double-page-spread display advertisement*

Trim size 235 mm deep × 380 mm wide
Bleed size 245 mm deep × 390 mm wide (includes 5 mm bleed to all edges)
Type area 208 mm deep × 360 mm wide

* Please allow 4 mm per page for gutter loss in binding.
For material supplied in PDF format, please supply as two separate pages, not as a spread.

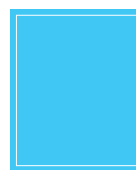
MATERIAL SPECIFICATIONS

Suppliers of digital material are responsible for checking that all files are complete and correct before sending. Any work required to update files or process non-compliant material will incur a charge – minimum charge \$200.

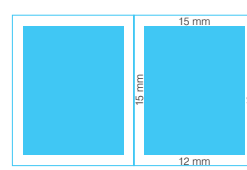
Format	Macintosh digital. We do not accept film or formats other than those listed below.
Hardware	Macintosh compatible CD or DVD.
Software	InDesign CS3, Quark Express 6, Photoshop CS3, Illustrator CS3, Adobe Acrobat PDF to our specifications. We do not accept other formats including PageMaker, Freehand, CorelDraw, Word, PowerPoint or Microsoft Publisher.
Fonts	All fonts, both printer fonts and screen fonts, must be embedded or supplied. Be sure you include fonts that have been used in EPS files. Only PostScript fonts will be accepted.
Colour	Text and images must be supplied CMYK or greyscale, not RGB or other colour formats. No embedded colour profiles. Spot colours must be converted to CMYK.
Proof	An accurate press-quality digital proof prepared from the files supplied must accompany the material. Proofs to be used for colour matching must be labelled as such. Other proofs are accepted for content layout only.
Images	All images and logos supplied must be TIFF or EPS files. JPEGs will only be accepted subject to quality and will be converted to TIFF and CMYK. Resolution 300 dpi or better at 100% scaling (the final size at which they will be used). Line art 1200 dpi at 100% scaling. If file needs transparency flattening when printing, it must be high resolution.
Bleed	Bleed should be at least 3 mm; 5 mm is recommended.
Registration marks	Offset all registration marks by at least 3 mm; 5 mm is recommended, so they clear the bleed.
Double-page spreads	Please supply the PDF as two single pages, NOT AS A SPREAD.
Supplying high-resolution PDF files	When creating high-resolution PDFs, please ensure: <ul style="list-style-type: none">• all fonts are embedded• images are CMYK and at least 300 dpi• black areas are set to overprint• bleed and trim marks are included
Material instructions	A material instructions sheet listing client, supply date, magazine issue date, magazine/feature, key, file or production number(s) must accompany files and proof.
Email limit	8 Mb. Please contact Production to discuss FTP arrangements and other options for larger files.



Half-page display ad
100 D × 165 W
(type area)

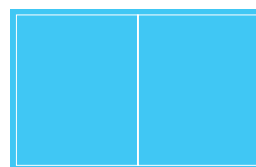


Full-page display ad
235 D × 190 W
(page trim)



Full-page display ad
208 D × 165 W
(type area)

Full-page display ad
margins



DPS display ad
235 D × 380 W
(page trim)

Advertising enquiries

Vic, SA, Tas

Emma Inteman
Sacha Summerfield
Ph: +61 3 9646 4760
Fax: +61 3 9646 4918

NSW, Qld, ACT, NT

Victoria Hawthorne
Lana Golubinsky
Ph: +61 2 9380 7000
Fax: +61 2 9380 7600

WA

Jamie O'Keefe
Ph: +61 8 9381 7766
Fax: +61 8 9382 4850

Material Enquiries

Architecture Media Pty Ltd
Level 3, 4 Princes Street
Port Melbourne Vic 3207
Ph: +61 3 9646 4760
Fax: +61 3 9646 4918
Email: production@
archmedia.com.au
Web: http://www.
architecturemedia.com

Important

When sending material be sure to indicate that the material is for the Architects Handbook.